

### REMARKS

Applicants and Applicants' representatives wish to thank Examiner Reagan for the assistance extended during the personal interview held on March 10, 2004. In view of the discussion during the interview and the following remarks, reconsideration and allowance of the claims is respectfully requested.

Claims 18-36 are currently pending, with claims 18, 31, and 33 being independent.

An objection was made to the specification for containing embedded hyperlinks. The specification has been amended to remove browser executable code, and thus, Applicants respectfully request removal of the objections to the specification.

Claims 18-35 were rejected under 35 U.S.C. §112, first paragraph, for allegedly failing to comply with the written description requirement. Applicants respectfully traverse this rejection.

As shown in the Table below, the recited claim features are described in the specification, as filed, in such a way as to reasonably convey to one skilled in the art that the inventors had possession of the claimed invention. Specific references are provided below to identify support from within the specification of various recited claim features, although support for the recited claim features also may be found in other places throughout the specification.

Claim	Limitation	Support in Specification
1	offering one or more incentives...	Figure 4, page 7, lines 18-28 and page 19, lines 17-20
	receiving a request at the provider of services...	Figure 4, page 19, lines 17-20 and page 21, lines 4-14
	registering the consumer...	Figure 4 and page 19, lines 17-20
	assigning a unique identifier...	Page 21, lines 26-28
	directing at least some of communications...	Figure 4, page 7, lines 18-28 and page 19, lines 19-20
	receiving at the provider of services data requests...	Page 21, lines 16-24
	recording at least part...	Page 7, lines 18-28, and page 22, lines 1-16
	communicating the received data requests...	Figure 4, page 14, lines 21-26,

		and page 15, lines 22-28
	receiving data in response...	Figure 4, page 14, lines 21-26, page 15, lines 22-28, and page 22, lines 22-28
	recording at least part of the received data...	Page 7, lines 18-28, and page 22, lines 22-28
	communicating the received data...	Figure 4, page 14, lines 21-26, page 15, lines 22-28, and page 22, lines 22-28
	aggregating the received data requests and...	Page 23, lines 1-7, page 24, lines 5-14, and page 26, lines 10-20
	generating a database...	Page 23, lines 1-7, page 24, lines 5-14, and page 26, lines 10-20
19	wherein the offered incentives include...faster network delivery...	Page 19, lines 22-24 and page 20, lines 4-21
20	wherein registering...includes receiving...personal information about the consumer.	Page 21, lines 4-14
21	wherein personal information includes...	Page 21, lines 4-14
22	wherein the consumer network activity includes...	Page 21, lines 4-14
23	wherein the recording...includes filtering...	Page 15, lines 15-20, page 22, lines 24-28, and page 25, lines 11-15
24	wherein the filtering is based on...	Page 22, lines 1-16
25	further comprising generating a log of consumer network activity...	Page 24, lines 5-10
26	further comprising analyzing the database...to extract estimates of projected revenue...	Page 24, line 5 to page 26, line 25
27	further comprising analyzing...to extract estimates of commerce.	Page 24, line 5 to page 26, line 25
28	when the provider of services receives a request...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	communicating the received request...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	negotiating by the server...	Figure 5, page 17, line 18 to

		page 18, line 17
	receiving at the server...	Figures 4 and 5, page 14, lines 21-26, and page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	recording at least part...	Figures 4 and 5, page 14, lines 21-26, and page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	re-addressing the received data...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	whereby the server...securely transfers...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
29	wherein the request for data is augmented...	Page 16, lines 20-28
30	wherein the provider of services is independent...	Figure 2
31	when the provider of services receives a request...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	communicating the received request...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	negotiating by the server...	Figures 4 and 5, page 14, lines 21-26, and page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	receiving at the server...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	recording at least part of the data...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	re-addressing the received data...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28,

		and page 17, line 18 to page 18, line 17
	whereby the server...	Figure 4, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
32	wherein the request for data is augmented...	Page 16, lines 20-28
33	creating a panel...	Page 21, lines 4-14, page 23, lines 1-7, and page 26, lines 22-25
	measuring network activities...	Page 17, line 18 to page 18, line 17
	wherein the measuring...occurs during secure sessions...	Figure 5, page 17, line 18 to page 18, line 17
	wherein the measuring...occurs at a point on the network...	Page 14, lines 21-26, and page 15, lines 22-28
34	wherein the computers of the members...	Figure 2 and page 9, lines 15-28
35	when the provider...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	communicating the received request...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	negotiating by the server...	Figures 4 and 5, page 14, lines 21-26, page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	receiving at the server...	Figures 4 and 5, page 14, lines 21-26, and page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	recording at least part of...	Figure 4, page 14, lines 21-26, and page 15, lines 22-28, and page 17, line 18 to page 18, line 17
	re-addressing the received data...	Figure 4, page 14, lines 21-26, and page 15, lines 22-28
	whereby the server of the provider...	Figure 4, page 14, lines 21-26, and page 15, lines 22-28
36	wherein the request for data is augmented...	Page 16, lines 20-28

Based on the above-noted and other support within the specification for various claimed features, Applicants respectfully request the withdrawal of the §112, first paragraph rejection of claims 18-35 for allegedly failing to meet the written description requirement.

Claims 18-35 were rejected under 35 U.S.C. §112, first paragraph, as allegedly failing to meet the enablement requirement (Office Action paragraphs 9 and 10). Applicants respectfully traverse these rejections.

As indicated in the above table, each of the limitations of claims 18-35 is disclosed in the specification as filed, in at least the referenced portions of the specification, with enough detail to enable one skilled in the art to make and/or use the invention without undue experimentation. Accordingly, Applicants respectfully request reconsideration and withdrawal of the §112, first paragraph rejections of claims 18-35 for allegedly failing to meet the enablement requirement.

Claims 18-35 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,710,887 to Chelliah et al. ("Chelliah") in view of U.S. Patent No. 5,970,469 to Scroggie et al. ("Scroggie"). Applicants respectfully traverse this rejection.

As discussed during the in-person interview, Chelliah and Scroggie, either alone or in combination, fail to disclose or suggest one or more of the recited features in the pending claims. Specifically, Chelliah discloses electronic commerce and Scroggie discloses a system and method for providing in-store incentives and/or shopping aids to consumers. However, both references fail to disclose or suggest one or more of the recited features for collecting consumer data (independent claim 18), recording at least part of data transmitted during a secure session of network communication (independent claim 31), and collecting consumer data transmitted during secure sessions of network communication (independent claim 33).

For at least these reasons, Applicants respectfully request reconsideration and withdrawal of the §103(a) rejection of independent claims 18, 31, and 33, and their dependent claims 19-30, 32, and 34-35.

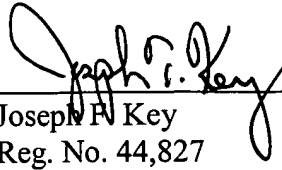
Applicant : Gian Fulgoni et al.  
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Enclosed is a \$210.00 check for the Petition for Extension of Time fee. During the pendency of this application, please apply any deficiencies or credits to deposit account 06-1050.

Respectfully submitted,

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